



# Cooperative Marketing Policies

## General- Applies to All Programs

- a. All cooperative marketing opportunities are made available to businesses to promote an Alaska tourism product or service.
- b. Businesses cannot participate in a cooperative marketing program if participation in the program violates current state or federal law.
- c. All programs are announced through the cooperative marketing newsletter and listed online.
- d. Businesses must register in order to reserve placement in each cooperative marketing program. Participation is not guaranteed until approved by ATIA.
- e. There is no first right of refusal for previous participants in a coop program. All are sold first come, first served.
- f. Payment is due in full before ad or booth space is confirmed and is non-refundable.
- g. Invoices are net 30 days.

## Travel Trade & International

- a. Booth space is sold on a first come, first served basis following the guidelines below:
  1. Companies with a permanent businesses presence in Alaska and hold an Alaska business license have priority for first 30 days after registration opens.
  2. Non-resident companies that generate business sales from Alaska tourism product.

## Advertising

### Leads

- a. Rates are for a single use, single product mailing.
- b. Only one email campaign per day per type of service or business. Dates are reserved on a first-come, first-serve basis.
- c. When reusing a direct mail or email order, lists may only be used not more than twice per month and six times per program year.
- d. The labels and the underlying names and addresses, and emails gleaned from the email program, may not be shared with or transferred or otherwise disclosed to any other third parties.
- e. Leads generated by the current year marketing program are available for purchase beginning September 1<sup>st</sup>.
- f. Direct mail leads are invoiced for the number of actual leads sent to the customer. Email leads are invoiced for the number of emails delivered to potential visitors.



## Public Relations

- a. Previous sponsors have first right of refusal.
- b. Businesses must purchase individual event registrations and may not share one registration among multiple businesses.

## Website

### Online Business Listing Ads

- a. Businesses cannot have more than one ad per category but can place additional ads in qualifying categories.

### Banner Ads

- a. The Banner Ad and supporting landing page must contain business name (URL can substitute business name) and may only be used to promote an Alaska tourism product or service.
- b. To qualify for a banner ad, your business must have a current Online Business Listing Ad on TravelAlaska.com (sold separately).
- c. Banner ad art may not include flash or animation.

### Travel Specials

- a. Offer must be related to all consumers.
- b. Must have a current Online Business Listing Ad on TravelAlaska.com (sold separately).
- c. Travel special must offer a discount or value add or promote at least a \$50 discount. Can NO LONGER be a new product or service if Partner is not offering a discount or added value.